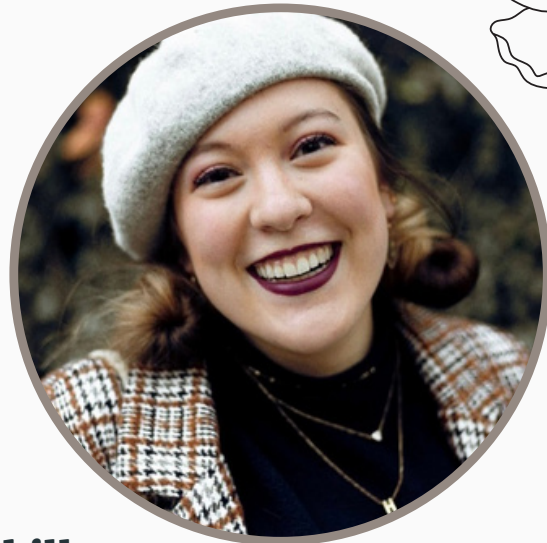


HALEY KEIZUR

CREATOR + STORYTELLER

Reliable, enthusiastic, and passionate journalist, designer and producer, eager to take on new challenges and adventures

@haleykeizur / @sunlightandhoney



Education

UNIVERSITY OF SAN FRANCISCO, 2021

- Graduated Summa Cum Laude, 4.0 GPA
- BA Media Studies; minor in Computer Science

Work Experience

Ground Central (2022–Present)

Barista/Social Media Coordinator/Manager (2023–present)

- Engage and create moments with customers, while performing pre-shift, cleaning, and preparation tasks
- Coordinate with the marketing agency, owners and store managers to plan and create content, grow the follower count, and build relationships with customers
- Oversee all coffee shop operations, serve as a positive and committed leader, manage and train employees

Reprise Digital (2021–2022)

Paid Social Associate

- Build and track social campaigns within a defined budget, manage results, impressions, and spend to optimize results for clients
- Create and present monthly and quarterly analysis of lead viability, distinguishing trends to improve and capitalize upon

USFCA Foghorn (2018–2021)

Managing Editor, Layout Editor, Opinion Editor, Web Editor

- Managing Editor Responsibilities: Plan and organize weekly staff meetings and deadlines, serve as a leader
- Layout Editor Responsibilities: Design the weekly issues through InDesign and create content/illustrations
- Opinion Editor Responsibilities: Collaborate with editors and writers to pitch stories, accurately and concisely write stories and staff editorial, and meet weekly deadlines

Sunlight and Honey (2020–2023)

Creator, Entrepreneur

- Curate and create content for 10k followers, track growth through statistics and SEO, communicate and work with other content creators, engage with and create positive environment for followers
- Run an Etsy shop to sell handmade items, track and promote sales, manage time and orders

Skills

Work Ethic:

organized and timely, efficient in both independent and collaborative environments, able to apply critiques



Illustration:

basic understanding of graphic design and color theory, skilled in digital illustrating



Computer Science:

experience with HTML, CSS, Python and Java



Creative Platforms:

proficient with Adobe (Illustrator, Photoshop, InDesign, Premiere) and Microsoft platforms, iMovie, Procreate, Canva



Internships/Volunteer Work

- **Social Media Work:** Act as a part-time social media manager for various actors and performers (such as Funny Girl's Julie Benko) in various capacities, from managing their platforms, uploading videos, tracking post schedules, designing content and merch.
- **Her Story Branding:** Worked with the founder of the organization to curate brands for Broadway clients, kept track of shipments, brainstormed and researched potential clients and companies to partner with, created graphics for social media (2021)
- **Residential Adviser:** Served as a resource, community builder, administrator, role model, and peer educator to residents, while planning events, attending meetings, completing administrative tasks, creating educational decor, and being on duty each week (2019–2020)
- **Poll Hero:** Set and exceeded expectations on an ambitious, non-partisan student-led project that recruited 40,000 young people to be poll workers during the 2020 election (2020)
- **Knock for Democracy/Open Progress:** Sent more than 170,000 texts and phone-banked during the Presidential and Georgia Run-off Elections to reach voters, recruit volunteers, and promote politicians (2020)

Contact

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